

Application No. 09/264,432
Amendment "G" dated June 7, 2004
Supplemental to Amendment "F" Filed June 1, 2004

REMARKS

This supplemental amendment to amendment F, which was filed June 1, 2004, adds new claims 49-58 to the pending claims 1, 4, 5, 7, 8, 14, 15, 19, 33-42 and 44, 46-48, such that claims 4-5, 7-8, 14-15, 19, 33-42 and 44, 46-58 now remain pending.

The new claims are directed to new claim embodiments corresponding to the previously presented claims, only claimed from a different perspective. In particular, the previously presented claims were drafted from the perspective of the client system. The new claims correspond to these claims, only drafted from the perspectives of the remote server (claims 49-53) and the ISP (claims 54-58). These new claims all include the limitation regarding the selection of an advertisement based solely on the most recently viewed television programming, in combination with other recited acts, which were distinguished from the previously cited art. Accordingly, these new claims 49-58 should be found in condition for allowance for at least the same reason that were addressed in the previous amendments.

In the event that the Examiner finds remaining impediment to a prompt allowance of this application that may be clarified through a telephone interview, the Examiner is requested to contact the undersigned attorney.

Dated this 7 day of June 2004.

Respectfully submitted,



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